

GREETINGS TO WESTERN STOCKMEN

TAGG BROS. AND SMITH BROS. COM. CO.

UNION STOCK YARDS

SOUTH OMAHA, NEBR.

SAFE
SOUND

PROGRESSIVE
ACCOMMODATING

OFFICES ALSO AT KANSAS CITY AND CHICAGO

Wonder Camera Free to You

Makes Finished
Picture
IN ONE MINUTE



The wonder of the age. Our Camera takes and makes finished pictures in ONE MINUTE right on the spot where the picture is taken. No dark room, plates, films or costly solutions necessary. Just snap the button and in one minute the picture is finished on a POST CARD. You will be surprised at the wonderful results—pictures are just as natural and life-like as a professional photographer could make. Not only can you have a lot of pleasure but you can make big money selling the pictures.

NO EXPERIENCE NECESSARY

Anyone can get the best results with The Wonder One Minute Camera we offer you entirely free. The moment the camera arrives you are equipped to make finished pictures—every picture is a SURE SHOT. We send Complete outfit—nothing to buy—you get everything complete.

CAN'T BE BEAT

I beg to thank you for the "Mandellette." I got it all right. It is a daisy. The machine can't be beat; there is nothing like it.
JAMES M'DOWELL, Bismark, Mo.

BEST CAMERA IN THE WORLD

I am so well pleased with the "Mandellette" that I would not take \$25 for it if I could not get another like it. I know that when people learn the "Mandellette" process they will never be satisfied with the old plate and film cameras and there will be a big demand for the best camera in the world—"Mandellette."
A. H. HOFFMAN, Wildomar, Cal.

IT'S A WONDER

The "Mandel-ette" safely at hand, and I am getting fine pictures "first crack out of the

C. L. Hennig, Mgr.,
1701 Jackson St., Omaha, Neb.

Please send me full information concerning how I may earn a Mandel-ette Camera and supply of postal cards and a developer free of charge for a little pleasant work among my neighbors.

Name Address

box." It's a wonder and I appreciate much pleasure operating it.

W. H. STARKWEATHER,
Wisconsin Veterans' Home, Wisconsin.

REMARKABLY CLEAR PICTURES

I received the "Mandel-ette" some time ago and am having all kinds of fun with it. It takes remarkably clear pictures. The "Mandel-ette" needs no recommendation. I just show the pictures to my friends and they all understand at once what a fine camera it is.

GERTRUDE E. GESLER, Bangor, Wis.

FINE RESULTS WITH FIRST ATTEMPT

A received the camera all O. K. and was surprised to see the results of the first attempts I made to turn out a photo. The "Mandellette" is one certainly worth the money and will do all you claim for it, and even more.

JAMES COLYER, Monroe, Ia.

Lloyd's Column

Quit Your Meanness

Put the hammer in the locker;
Hide the sounding board likewise;
Anyone can be a knocker;
Anyone can criticize.
Cultivate a manner winning.
Though it hurts your face to smile
And seems awkward in beginning;
Be a booster for awhile.
Let the blacksmith do the pounding;
That's the way he draws his pay.
You don't get a cent for hounding
Sinner and sinner, night and day.
Just for solid satisfaction
Drop a kind word in the slot,
And I'll warrant you'll get action
On your effort on the spot.
Kindness every time beats kicking;
Mirth is better than a frown;
Do not waste your time in picking
Flaws with brothers who are
down.
And it isn't so distressing
If you give a little boost.
To the man the fates are pressing
When the chicks come home to roost.

The Kind of Ad That Pays

When the attention of your customer or possible patron is attracted to your ad, in glancing at the paper, as she is about to do her dishes, and when she sits down to peruse it, letting the water cool off, then you have an ad that is going to get results. General advertising is not going to do this. It has to be specific. It has to be reasonable. It has to be so gotten up that it will attract her attention in the first place, then hold it, and lastly create in her a desire for it. A mere announcement run in slightly different form in each issue, stating that John Jones is a reliable dealer, and has the best of everything at reasonable prices, will not have much effect. Instead make the headline of the ad bear on something that she is apt to want at that season of the year. Then follow it up with a short snappy description of the articles, maybe only two or three words for each, and the price. The successful retailer's ad must be up to date. It must boost something that the reader will want right at that time. Otherwise it is money largely thrown away. The neat looking ad,

using just the right kind of type, the right amount of white space, etc., is good, but it is the ad that sells the goods, that counts. To have the ad neat in appearance is an asset, but to have the facts in it that will attract and hold the readers' attention, is more important. The occasional running of big ads is not as effective as the steady use of a smaller space, provided the advertisements are always changed, and are always made interesting. Don't carry on an aimless conversation with your customers through your advertising space! Talk from the shoulder, and you will get results!—The Tradesman.

He Knew How

There was an old geezer and he had a lot of sense;
He started up a business on a dollar eighty cents—
The dollar for stock and the eighty for an ad
Brought him three lovely dollars in a day, by dad!
Well, he bought more goods and a little more space
And he played that system with a smile on his face.
The customers flocked to his two-by-four
And soon he had to hustle for a regular store.
Up on the square, where the people pass,
He gobbled up a corner that was all plate glass.
He fixed up the windows with the best that he had
And he told 'em all about it in a half-page ad.
He soon had 'em coming and he never, never quit
And he wouldn't cut down on his ads one bit.
Well, he's kept things humming in the town ever since
And everybody calls him the Merchant Prince.
Some say it's luck, but that's all bunk—
Why, he was doing business when the times were punk.
People have to purchase and the geezer was wise—
For he knew the way to get 'em was to advertise.
—E. F. McINTYRE.

There is an honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kindness and fairness more highly than goods or prices or profits. It becomes a man more than his furnishings or his house. It speaks for him in the heart of everyone. His friendships are serene and secure. His strength is like a young tree by a river.

Up-to-Date Anatomy

Mrs. Jones of Cactus Creek let a can opener slip last week and cut herself in the pantry.
A mischievous lad of Picketown threw a stone and struck Mr. Pike in the alley last Tuesday.
John Doe climbed on the roof of his house last week looking for a leak and fell striking himself on the back porch.

While Harold Green was escorting Miss Violet Wise from the church social last Sunday night a savage dog attacked them and bit Mr. Green several times on the public square.
Isaiah Trimmer of Running Creek was playing with a cat Friday when it scratched him on the veranda.
Mr. Fong while harnessing a broncho last Saturday was kicked just south of his corn patch.

"Shine 'em up, air?" cried the young bootblack. "I'll polish 'em so's you kin see you face in 'em, sir."
"Thanks, my lad; but I'm quite satisfied to see my feet in th' 'em," replied Fogg, passing on.

I placed my watch on a table;
"Twas wound to run th' dawn;
Next morning, when I looked for it—
"Wasn't going? Nay; 'twas gone!"

Greatly Benefitted by Chamberlain's Liniment

"I have used Chamberlain's Liniment for sprains, bruises and rheumatic pains, and the great benefit I have received justifies my recommending it in the highest terms." writes Mrs. Florence Sife, Wabash, Ind. "If you are troubled with rheumatic pains you will certainly be pleased with the prompt relief which Chamberlain's Liniment affords. Obtainable everywhere."

GLASS OF SALTS IF YOUR KIDNEYS HURT

Eat less meat if you feel Backache—
have Bladder trouble—Salts
fine for Kidneys.

Meat forms uric acid which excites and overworks the kidneys in their efforts to filter it from the system. Regular eaters of meat must flush the kidneys occasionally. You must relieve them like you relieve your bowels; removing all the acids, waste and poison, else you feel a dull misery in the kidney region, sharp pains in the back or sick headache, dizziness, your stomach sears, tongue is coated and when the weather is bad you have rheumatic twinges. The urine is cloudy, full of sediment; the channels often get irritated, obliging you to get up two or three times during the night.
To neutralize these irritating acids and flush off the body's urinous waste get about four ounces of Jad Salts from any pharmacy; take a tablespoonful in a glass of water before breakfast for a few days and your kidneys will then act fine and bladder disorders disappear. This famous salts is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to clean and stimulate sluggish kidneys and stop bladder irritation. Jad Salts is inexpensive; harmless and makes a delightful effervescent lithia-water drink which millions of men and women take now and then, thus avoiding serious kidney and bladder diseases.



**DYE & OWENS
Transfer Line**
Household goods
moved promptly
and transfer work
solicited.

Restored to Good Health
"I was sick for four years with stomach trouble," writes Mrs. Otto Gans, Zanesville, Ohio. "I lost weight and felt so weak that I almost gave up hope of being cured. A friend told me about Chamberlain's Tablets and since using two bottles of them I have been a well woman." Obtainable everywhere.
OLD PAPERS for sale at The Herald Office. Five cents per bundle.